

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2022

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 09-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Answer ALL the Questions

(10×2=20 Marks)

1. Information capitalism
2. Perception
3. Harold Lasswell
4. Instructional Television
5. E-governance
6. Dominant paradigm
7. Social Campaigns.
8. Third theatre
9. NIRD
10. Funding Agency

PART – B

Answer Any FIVE of the following Questions

(5×8=40 Marks)

11. Explain about development communication
12. Write about Berlo's model of communication
13. Explain on the critical perspectives of development communication
14. Describe the use of folk forms in creating social awareness
15. Write about the role of rural development organizations in India
16. Explain use of ICT in rural communication development
17. Describe the role of social Media in creating social change

PART – C

Answer Any TWO of the following Questions

(2×20=40 Marks)

18. Explain in detail about Millennium Development Goals
19. Write in detail about the modernization approach of rural societies
20. Write in detail about Community centric intervention through communication
21. What is the role of participatory communication in creating social change?

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